

MAJOR IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION

Second Concentration Major Completion Map

Distinctive Requirements for Degree Program:

To Declare this Major: Direct entry as a new freshman or transfer to the College of Business is highly selective and only those students meeting academic requirements will be accepted. For details contact the Office of Admissions.

CSU and the College of Business use holistic review when determining eligibility for admission to the College of Business as a new freshman. An example of a strong candidate for admission to the College of Business is one who is actively involved in their high school and community, has at least a 3.200 GPA with a 1200 or higher on the SAT or a 27 or higher on the ACT. For current admission criteria, contact the CSU Office of Admissions. New freshmen admitted to CSU but not directly to the

College of Business will be admitted as "Undeclared Business Interest" and must meet the requirements below. To be eligible for admission to the College, CSU students (including Undeclared Business Interest) must have a 3.000 cumulative GPA on a minimum of 15 graded credits at Colorado State and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course.

External transfer students who have completed a minimum of 15 graded credits with a 3.000 cumulative GPA and a grade of B- or higher in ECON 202 and a grade of C- or higher in each course (total of 3 credits) from the following: MATH 117, MATH 118, MATH 124, MATH 125, MATH 126, MATH 141, or a higher level calculus course. External transfer students who do not meet the above criteria will be admitted to Undeclared and must complete the requirements stated above.

To Prepare for First Semester: The Curriculum for the Business Administration-Marketing concentration assumes students will be able to successfully complete the College of Business Math requirement within the first year.

The College of Business requires a minimum grade point average of 2.000 in business and economics courses as a graduation requirement.

Freshman

Semester 1		Critical	Recommended	AUCC	Credits
BUS 100 or 105	Introduction to Business Exploration of Business		X		1
BUS 201	Foundations of Sustainable Enterprise		X		1
CO 150	College Composition (GT-CO2)		X	1A	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)			X	3A	4
Diversity, Equity, and Inclusion (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#diversity-equity-inclusion)			X	1C	3
Electives			X		3
Total Credits					15
Semester 2		Critical	Recommended	AUCC	Credits
CIS 200	Business Information Systems		X		3
ECON 202	Principles of Microeconomics (GT-SS1)		X	3C	3
Complete 3 credits from the following:					3
MATH 117	College Algebra in Context I (GT-MA1)			1B	
MATH 118	College Algebra in Context II (GT-MA1)			1B	
MATH 124	Logarithmic and Exponential Functions (GT-MA1)			1B	
MATH 125	Numerical Trigonometry (GT-MA1)			1B	
MATH 126	Analytic Trigonometry (GT-MA1)			1B	
MATH 141	Calculus in Management Sciences (GT-MA1)		X	1B	
(or higher level calculus course)					
Historical Perspectives (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#historical-perspectives)			X	3D	3
Electives			X		3
BUS 100 or BUS 105 and CO 150 must be completed by the end of Semester 2.		X			
Total Credits					15

Sophomore

Semester 3		Critical	Recommended	AUCC	Credits
ACT 210	Introduction to Financial Accounting		X		3
BUS 220	Ethics in Contemporary Organizations (GT-AH3)			3B	3
ECON 204	Principles of Macroeconomics (GT-SS1)		X	3C	3
Biological and Physical Sciences (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#biological-physical-sciences)					3
Electives					3
Total Credits					15

Semester 4		Critical	Recommended	AUCC	Credits
ACT 220	Introduction to Managerial Accounting		X		3
BUS 260	Social-Ethical-Regulatory Issues in Business		X		3
BUS 300	Business Writing and Communication (GT-CO3)		X	2	3
International Business Group 2 - Global Focus			X		3
Arts and Humanities (http://catalog.colostate.edu/general-catalog/all-university-core-curriculum/aucc/#arts-humanities)			X	3B	3
Total Credits					15

Junior

Semester 5		Critical	Recommended	AUCC	Credits
MGT 320	Contemporary Management Principles/Practices		X		3
MGT 435	Global Ethical Leadership Stakeholder Mgmt		X		3
MKT 300	Marketing		X	4B	3
STAT 204	Statistics With Business Applications (GT-MA1)		X	1B	3
International Business Group 2 - Global Focus			X		3
Total Credits					15

Semester 6		Critical	Recommended	AUCC	Credits
FIN 300	Principles of Finance		X	4A,4B	3
MKT 361	Buyer Behavior		X		3
MKT Elective (see Program Requirements - Select 6 credits)			X		6
International Business Group 3 - Experiential Learning Requirement			X		3
Total Credits					15

Senior

Semester 7		Critical	Recommended	AUCC	Credits
FIN 475	International Business Finance		X		3
MGT 301	Supply Chain Management		X		3
MGT 475	International Business Management				3
MKT 365	International Marketing				3
MKT 410	Marketing Research		X		3
Total Credits					15

Semester 8		Critical	Recommended	AUCC	Credits
BUS 479	Strategic Management	X		4A,4C	3
CIS 370	Business Analytics				3
MKT 479	Marketing Strategy and Management	X			3
MKT Elective (see Program Requirements - Select 3 credits)			X		3
International Business Group 3 - Experiential Learning Requirement			X		3
The benchmark courses for the 8th semester are the remaining courses in the entire program of study.			X		
Total Credits					15

Program Total Credits: 120